

## CLAIMS

What is claimed is:

- 1 A method of using a telephone identifying information to present information over  
2 a telephone interface using a first computer, the method comprising:  
3 using the telephone identifying information to access a user profile with the first  
4 computer, the user profile including a corresponding telephone identifying  
5 information matching the telephone identifying information;  
6 using the first computer to update the user profile to include a record of actions  
7 performed over the telephone interface; and  
8 presenting a suggestion over the telephone interface using the computer, the  
9 suggestion based on the record of actions, the suggestion comprising at least  
10 one of a topic, a sub-topic, a content, and an item for sale.
- 1 2. The method of claim 1, further comprising:  
2 receiving a response to the suggestion over the telephone interface; and  
3 updating the user profile according to the response.
- 1 3. The method of claim 1, further comprising: using the first computer to present at  
2 least one advertisement over the telephone interface, the at least one advertisement  
3 qualified based on the user profile.
- 1 4. The method of claim 1, further comprising requesting a voice login over the  
2 telephone interface after using the telephone identifying information to access the user  
3 profile.

1       5.     The method of claim 1, wherein the telephone identifying information comprises a  
2     telephone number.

1       6.     A method of using a telephone identifying information to present information over  
2     a telephone interface using a first computer, the method comprising:

3              requesting addition of a topic to the first computer from a first web site hosted by a  
4              second computer;

5              sending a message from the second computer to the first computer, the message  
6              comprising the telephone identifying information and the topic;

7              adding the topic to a user profile having an associated telephone identifying  
8              information matching the telephone identifying information on the first  
9              computer responsive to the message; and

10             using the first computer to present content relating to the topic included in the user  
11             profile over the telephone interface responsive to receiving the telephone  
12             identifying information over the telephone interface.

1       7.     A computer system supporting user personalized profiles using a telephone  
2     identifying information, a telephone interface, and an Internet interface, the computer  
3     system comprising:

4              a database including personalization profiles for a plurality of users and records of  
5              actions for a plurality of users, each record of actions corresponding to past  
6              conduct for a corresponding user, each profile defining preferences for a  
7              corresponding user initially generated by the computer system from the record  
8              of actions for the corresponding user, each personalization profile for  
9              personalizing a corresponding user's interactions with the computer system;

10       a server supporting the Internet interface, the server allowing access to, and  
11                  modification of, the personalization profiles by the corresponding users;  
12        a telephone interface subsystem supporting the telephone interface to receive the  
13                  telephone identifying information, the telephone interface including a first  
14                  program code to match the telephone identifying information with a  
15                  corresponding personalization profile, the telephone interface including a  
16                  second program code to provide personalized content over the telephone  
17                  interface to a user according to the corresponding personalization profile, and  
18                  the telephone interface including a third program code to record user actions in  
19                  the record of actions corresponding to the user and update the profile according  
20                  to the record of actions.

1       8.      The computer system of claim 7, wherein the telephone identifying information  
2                  includes automatic number identifications (ANIs), wherein the ANIs are used to determine  
3                  geographic locations identifying the approximate geographic locations of the source of the  
4                  corresponding telephone calls, and wherein the personalized content includes at least one  
5                  advertisement determined from a corresponding approximate geographic location.

1       9.      The computer system of claim 7, wherein the telephone identifying information  
2                  includes caller number identifications (CIDs), wherein the CIDs are used by the first  
3                  program code to perform matching of calls to personalization profiles.

1       10.     The computer system of claim 7, wherein the server includes a web server for  
2                  presenting customized interfaces to users to access and modify the personalization  
3                  profiles.

1       11. The computer system of claim 7, wherein the telephone interface subsystem  
2     includes a call manager, the call manager supporting multiple simultaneous telephone calls  
3     over the telephone interface.

*redundant*  
1       12. An apparatus for presenting information over a telephone interface using a  
2     telephone identifying information, the apparatus comprising:  
3           means for using the telephone identifying information to access a user profile, the  
4           user profile including a corresponding telephone identifying information  
5           matching the telephone identifying information;  
6           means for updating the user profile to include a record of actions performed over  
7           the telephone interface; and  
8           means for presenting a suggestion over the telephone interface using the computer,  
9           the suggestion based on the record of actions, the suggestion comprising at  
10          least one of a topic, a sub-topic, a content, and an item for sale.

1       13. The apparatus of claim 12, further comprising means for presenting an  
2     advertisement selected according to the record of actions.

1       14. The apparatus of claim 12, further comprising means for maintaining a  
2     personalization profile generated from the record of actions, and wherein the suggestion  
3     based on the personalization profile.

1       15. The apparatus of claim 14, further comprising means for permitting modification  
2     of the personalization profile by a user.

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